

Programme specification

1. Overview/ factual information

Programme/award title(s)	BA (Hons) Art Enterprise BA (Hons) Art Enterprise (Graphic Design & Illustration) BA (Hons) Art Enterprise (Fashion & Textiles) BA Art Enterprise BA Art Enterprise (Graphic Design & Illustration) BA Art Enterprise (Fashion & Textiles)
Teaching Institution	Leeds City College
Awarding Institution	The Open University (OU)
Date of latest OU validation	May 2016
Next revalidation	May 2021
Credit points for the award	120 credits for BA (Hons) 60 credits for BA
UCAS Code	W7Y8
Programme start date	September 2019
Underpinning QAA subject benchmark(s)	Art and design 2017
Other external and internal reference points used to inform programme outcomes	National Occupational Standards: Arts, Media and Publishing Occupations, Crafts Creative Arts and Design Occupations Freelancing in the Creative Industries, Digital print production and Textiles and Material Design suites
Professional/statutory recognition	None
Duration of the programme for each mode of study (P/T, FT,DL)	Full time and part time
Dual accreditation (if applicable)	n/a
Date of production/revision of this specification	July 2016

2.1 Educational aims and objectives

- Provide a comprehensive and challenging vocational programme in Art Enterprise, including core and specialist modules, which facilitate access and progression for a wide range of students from diverse backgrounds into various creative industry contexts.
- Offer a robust BA (Hons) programme that is relevant to current practice in the Creative Industries, that will allow students to be autonomous and progress onto their chosen trajectory
- Produce graduates who have the ability to critically reflect and learn from their practical and workplace experience in a creative context and relate this experience to relevant theory
- Produce graduates who have both subject specific skills (expressive, creative, technical) and transferable skills (communication, teamwork, project management) which are key to being employable within the creative industries
- Produce graduates with entrepreneurial ability relevant to the creative industries
- Produce graduates who have an analytical and reflective understanding of art in the context of the workplace today and in relation to the wider social and cultural environment

2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

N/A

3. Programme outcomes

Intended learning outcomes are listed below.

Knowledge and understanding	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>A1. Plan, undertake and evaluate a negotiated, self-managed major creative / academic project</p> <p>A2. Critically analyse and evaluate the impact of ethical and legal issues relevant to contemporary practice</p>	<p><u>Key Learning & Teaching Strategy Methods</u></p> <ul style="list-style-type: none"> • There is an emphasis towards critically underpinned practical workshop learning, which underpins both contextual and industry relevant topics • The lecture programme and skills-based delivery will impart the necessary high level principles and concepts • The seminars will be a mixture of student and tutor led sessions considering practical examples of the principles and concepts introduced in the lecture programme • Group work will allow students to refine their research, communication and teamwork skills • Tutor and peer led reflective feedback form the basis of student learning programmes in the form of personal and professional action planning • Tutorials will take the form of individual support and feedback for student guidance • Opportunities will be provided to work within the creative industries using our strong links with working professionals and industry partners <p><u>Key Assessment Strategy/Methods</u></p> <p>There are a range of assessment strategies and methods. The summative assessments have been selected so that there is no bias of one assessment method to allow students with a range of personal skills to succeed.</p>

Knowledge and understanding	
	<p>Where possible the assessments are made to reflect situations pertinent to contemporary creative practice to support the students beyond the course reflecting industry needs.</p> <p>In Art Engagement, Negotiated Studio Practice and Collaborative Enterprise Proposal/Project assessments are made in external industry situations to provide real life opportunities for the students which underpin the ethos of the course and prevent simulated practice.</p> <ul style="list-style-type: none"> • Practical Assessments • Art-based Portfolios • Formal Essays • Presentations • Case-studies • Blogs • Public-facing activities • Portfolio reviews

Cognitive skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>B1. Synthesise, appraise and evaluate evidence from appropriate sources to make independent judgements by critically analysing a variety of ideas, contexts and frameworks.</p> <p>B2. Question orthodoxy using balanced, logical and supported argument</p>	As above

Practical and professional skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>C1. Act autonomously with limited supervision or direction</p> <p>C2. Produce projects using a complex and developmental artistic process to produce technically excellent outcomes</p>	As above
Key/transferable skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>D1. Demonstrate both employment potential and ability to manage future professional development in the creative industry.</p> <p>D2. Communicate in a range of styles including academic discussion and the presentation of arguments in a professional manner.</p> <p>D3. Evaluate factors which enhance group processes and team working, and own effectiveness within a team</p>	As above

Pathway Specific Outcome for Pathway 1 (Graphic Design & Illustration)	
Learning outcomes:	Learning and teaching strategy/ assessment methods
G1. Critically analyse and evaluate the impact of ethical and legal issues relevant to Graphic Design & Illustration	As above
G2. Produce projects using a complex and developmental Graphic Design & Illustration process to produce technically excellent outcomes	

Pathway Specific Outcome for Pathway 1 (Fashion & Textiles)	
Learning outcomes:	Learning and teaching strategy/ assessment methods
F1. Critically analyse and evaluate the impact of ethical and legal issues relevant to fashion and textiles	As above
F2. Produce projects using complex and developmental textile processes to produce technically excellent outcomes	

4. Programme Structure

Art Enterprise

Compulsory modules	Credit points	Compensatable
Collaborative Enterprise Proposal	10	Yes
Collaborative Enterprise Project	20	Yes
Art Engagement	20	Yes
Negotiated Studio Practice	40	No
Contextualising Practice	30	No

Ordinary Degree:

In order to achieve the BA Art Enterprise students would need to pass the modules Negotiated Studio Practice (40 Credits), and Art Engagement (20 Credits).

Art Enterprise (Graphic Design & Illustration)

Compulsory modules	Credit points	Compensatable
Collaborative Enterprise Proposal	10	Yes
Collaborative Enterprise Project	20	Yes
Art Engagement	20	Yes
Negotiated Graphic Design & Illustration Practice	40	No
Contextualising Practice	30	No

Ordinary Degree:

In order to achieve the BA Art Enterprise (Graphic Design & Illustration) students would need to pass the modules Negotiated Graphic Design & Illustration Practice (40 Credits), and Art Engagement (20 Credits).

Art Enterprise (Fashion & Textiles)

Compulsory modules	Credit points	Compensatable
Collaborative Enterprise Proposal	10	Yes
Collaborative Enterprise Project	20	Yes
Art Engagement	20	Yes
Negotiated Fashion & Textiles Practice	40	No
Contextualising Practice	30	No

Ordinary Degree:

In order to achieve the BA Art Enterprise (Fashion & Textiles) students would need to pass the modules Negotiated Fashion & Textiles Practice (40 Credits), and Art Engagement (20 Credits).

Timetable for Full Time Course

Art Enterprise / Art Enterprise (Graphic Design & Illustration)/ Art Enterprise (Fashion & Textiles)

Semester 1	Semester 2
Collaborative Enterprise Proposal: (10 Credits)	Collaborative Enterprise Project (20 Credits)
Art Engagement (20 Credits)	
Negotiated Studio Practice / Negotiated Graphic Design & Illustration Practice/Negotiated Fashion & Textiles Practice (40 Credits)	
Contextualising Practice (30 Credits)	

Art Enterprise / Art Enterprise (Graphic Design & Illustration) / Art Enterprise (Fashion & Textiles) Part Time (2 years)

Semester 1	Semester 2
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Year 1

Art Engagement (20 Credits)
Negotiated Studio Practice / Negotiated Graphic Design & Illustration Practice (40 Credits) Negotiated Fashion & Textiles Practice (40 Credits)

Year 2

Collaborative Enterprise Proposal: (10 Credits)	Collaborative Enterprise Project (20 Credits)
Contextualising Practice (30 Credits)	

Full-time route:

Art Enterprise:

Level 6:

This course will build on technical skills and contextual understanding gained during a creative foundation degree. Direct entry will be supported through an induction brief, and public exhibition in the early weeks of the course. This helps the transition onto the new programme by introducing students to the ethos and expectations of the course. This process also develops the students understanding of their personal practice that will provide the basis of the Negotiated Studio Practice module and underpin the content of the other modules.

Negotiated Studio Practice is the spine of the course and underpins the work produced in the other modules. This module requires the student to develop their own specialist practice and their creative identity; this informs the rest of the modules as it will influence the content of the rest of the other modules. Contextualising the Creative Practice requires the students to consider their work and to produce a body of research and written text to contextualise their work within contemporary theories and practitioners. Art Engagement has embedded within it the personal professional development elements of the course and requires the student to consider their position within the industry that they want to inhabit to ensure that they have developed the skills and attributes necessary to succeed.

The work related aspects of the course are to be delivered within the Collaborative Enterprise Proposal and Collaborative Enterprise Project. The Proposal module is designed to get the student to research and create a public identity, considering the potential professional outlets for their work and to produce a proposal for activity. The Collaborative Enterprise Project requires the students to develop the plans into a sustained project and effective professional outcome.

Negotiated Studio Practice develops students' previous practice by introducing more advanced contemporary art techniques specific to the students' negotiated projects, and by critically underpinning student's practice using more complex theory to develop critical and autonomous practitioners. These modules reflect the enterprise ethos of the course and engage the students in real-world creative practice.

Art Engagement requires the student to consider their creative trajectory by engaging with the world they are to inhabit following the course. This module will embed Personal Professional Development skills, such as skills audits and target setting to support the students' academic and professional development on the course.

Contextualising Practice will allow the student to select and guide their own independent and autonomous research enquiry. It is recognised that there is a step up in the level of complexity between L5 and L6, and this is prepared for by a process of knowledge consolidation during the beginning of each semester 1 module. This is to ensure that the requisite skills are in place for the student to achieve. It is essential that the student's prior learning is assessed and then built upon to facilitate a smooth transition from level 5 to level 6. To achieve this, a process of recapping core level 5 skills and information will be provided to set a framework for the new skills required and delivered for working at level 6.

1. **Art Engagement (20 Credits)**
2. **Negotiated Studio Practice (40 Credits)**
3. **Collaborative Enterprise Proposal (10 Credits)**

4. **Collaborative Enterprise Project (20 Credits)**
5. **Contextualising Practice (30 Credits)**

Art Enterprise (Graphic Design & Illustration) / Art Enterprise (Fashion & Textiles)

The Graphic Design & Illustration, and Fashion & Textiles pathways specialise through the Negotiated Graphic Design & Illustration Practice/Negotiated Fashion & Textiles Practice module, in which students produce an extended practical project contextualised by an issue inherent to contemporary practice or industry. Students can negotiate with their supervisor whether this will investigate either a conceptual or a commercial area of contemporary graphic design or fashion practice.

The work undertaken in the specialist module will underpin the work undertaken in the remainder of the shared modules by developing the student's specialist practice and creative identity to inform the academic, work related, and personal development aspects.

A specialist pathway supervisor will support pathway students for the Contextualising Practice module with one to one tutorials and supervisor meetings to ensure subject specialist support the dissertation.

A part-time route can be negotiated up to a maximum of five years of study. A Typical offer of part time would be two academic years.

5. Distinctive features of the programme structure

- **Where applicable, this section provides details on distinctive features such as:**
- **where in the structure above a professional/placement year fits in and how it may affect progression**
- **any restrictions regarding the availability of elective modules**

where in the programme structure students must make a choice of pathway/route

- Strong links with local creative community which provide opportunities for the students to create a network of support, exhibition opportunities alongside providing a strong network of supporting lecturers.
- Strong network of cultural businesses to provide students with work placed learning opportunities. In the foundation degree this has involved a programme of international opportunities with students being placed in Germany and Malta
- Distinctive programme in region, little other fashion with textiles based provision
- Innovative teaching and assessment methods that integrate digital and online assessment in the Art Engagement module
- Collaborative practice at the centre of two modules to instil an ethos of integration of creative practitioner in the wider cultural community
- Strong public facing aspect to course which includes two public exhibitions per year alongside regular collaborative projects with external partners such as Deer Shed festival.
- Good range of facilities and breadth of staff expertise to support a wide range of creative practice
- Proactive college Enterprise team to provide students with opportunities to exhibit and provide business opportunities up to a year after completing their studies
- Pathway develops an interdisciplinary approach to creative work by promoting collaboration across creative disciplines, which reflects the contemporary creative industries
- Pathway promotes a multidisciplinary approach to creative practice to nurture creativity, whilst developing a range of entrepreneurial skills to build a sustainable practice

6. Support for students and their learning

The award adopts the approach to student learning support as identified in the Scheme programme specification.

- Tailored induction support begins before students arrive with the admissions team, and is reinforced at the detailed induction programme
- Exhibitions at key points throughout the year to prepare students for the expectations of degree show.
- Supervisor system used for Contextualising Practice and Negotiated Studio Practice to support and monitor student progress.
- A robust communications system functions to give students access to lecturers and management; this includes e-mail, the VLE and notice boards in studios.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- Each student is allocated a personal tutor for regular tutorials and personal development planning. This is implemented in the first term and continued throughout the year of study.

- Draft submissions outlined in course scheme of work and draft feedback given for each module component.
- Practical work supported by regular peer feedback through studio critiques.
- Shared documents and folders between staff and students to support live editing and feedback on work.
- There is an extensive range of learning resources in the Library, supported by specialist staff that provide bespoke study skills sessions for students.
- The University provides an extensive range of services for students, including support for those with special needs
- There is a range of student services such as welfare, counselling, financial and careers advice

7. Criteria for admission

A typical offer is likely to be pass at Foundation Degree or a Merit profile in a relevant HND, together with a number of GCSE grades at C or above including English.

All students are to present a portfolio of artwork and supporting academic text which is disclosed during an interview or correspondence for distance applicants.

International qualifications will be assessed against these criteria. Speakers of other languages need to have an IELTS score of at least 6.0 or a recognised level 2 English qualification.

All students must be able to demonstrate either by qualifications or testing that they have the required literacy skills to complete the course.

Offers are made subject to reference.

8. Language of study

English

9. Information about assessment regulations

Negotiated Studio Practice– non-compensatable
 Negotiated Graphic Design & Illustration Practice– non-compensatable
 Negotiated Fashion & Textiles Practice– non-compensatable
 Contextualising Practice – non-compensatable

10. Methods for evaluating and improving the quality and standards of teaching and learning.

In addition to the Annual Programme Monitoring process the following mechanisms are in operation:

- Peer Review
- Annual Planning
- Peer Observation
- Student module reviews
- Tutor module reviews
- Enrolment and induction reviews
- Course Committee meetings
- Pathway Committee meetings
- Student Pathway meetings

Annexe 1 - Map of Outcomes to Modules

This table indicates which study units assume responsibility for delivering (shaded) and assessing (ü) particular programme learning outcomes.

Map of Outcomes to Modules										
Module Name	Level	A1	A2/G1/F1	B1	B2	C1	C2/G2/F2	D1	D2	D3
Negotiated Studio Practice (Generic)	6	✓	✓			✓	✓	✓		✓
Negotiated Graphic Design & Illustration Practice (Graphic Design & Illustration Pathway)	6	✓	✓			✓	✓	✓		✓
Negotiated Fashion & Textiles Practice (Fashion & Textiles Pathway)	6	✓	✓			✓	✓	✓		✓
Collaborative Enterprise Proposal	6		✓	✓		✓				
Collaborative Enterprise Project	6	✓					✓	✓		✓
Art Engagement	6				✓	✓	✓	✓	✓	
Contextualising Practice	6	✓	✓	✓	✓				✓	

Annex 2 – Map of Teaching and learning Methods

	Lectures	Seminars	Critiques	Tutorials	Practical	Demonstrations	Case studies	Group activities	Guest speakers	Field Trips
Negotiated Studio Practice	ü		ü	ü	ü	ü		ü	ü	ü
Negotiated Graphic Design & Illustration Practice (Graphic Design & Illustration Pathway)	ü		ü	ü	ü	ü		ü	ü	ü
Negotiated Fashion & Textiles Practice (Fashion & Textiles Pathway)	ü		ü	ü	ü	ü		ü	ü	ü
Collaborative Enterprise Proposal	ü			ü			ü	ü	ü	ü
Collaborative Enterprise Project			ü	ü	ü	ü	ü	ü		

Contextualising Practice	ü	ü		ü			ü	ü	ü	ü
Art Engagement	ü		ü	ü	ü		ü	ü	ü	ü

Annex 3 – Map of Assessment Methods

	Evidence Folder	Diarised log / blog (Documentation of process)	Portfolio / Artwork	Presentation / Critique	Essay / report	Public-facing activity
Negotiated Studio Practice		40%	60%			
Negotiated Graphic Design & Illustration Practice (Graphic Design & Illustration Pathway)		40%	60%			
Negotiated Fashion & Textiles Practice (Fashion & Textiles Pathway)		40%	60%			
Collaborative Enterprise Proposal				40%	60%	
Collaborative Enterprise Project	50%					50%
Contextualising Practice				30%	70%	
Art Engagement			40%			60%

Assessment Chart

Module Titles and Level	Formative Assessment Type and Week of Completion [Refer to the main formative assessment points, e.g. <ul style="list-style-type: none"> ▪ skills test, week 4 ▪ written paper, week 6 This shows how the student will be supported to prepare for the summative assessment]	Summative Assessment Type and Week of Submission [For each assessment component identify: <ul style="list-style-type: none"> ▪ the type of assessment ▪ the indicative submission week ▪ word limit ▪ exam/OSCE/presentation duration ▪ group or individual assessment]
Collaborative Enterprise Proposal	<ul style="list-style-type: none"> • 1:1 proposal tutorial week 6 • Peer review proposal week 9 • Peer Group Presentation week 10 	<ul style="list-style-type: none"> • Proposal • Week 11 • 1500 words • Individual Assessment • Presentation • Week 13 • 1000 Words • Individual Assessment
Collaborative Enterprise Project	<ul style="list-style-type: none"> • Collaborator / Tutor report week 22 • Peer review project week 24 	<ul style="list-style-type: none"> • Project • Week 26 • 1500 words • Individual assessment

	<ul style="list-style-type: none"> • Evaluation material documentation week 25 	<ul style="list-style-type: none"> • Documentation • Week 28 • 3500 words • Individual Assessment
Contextualising Practice	<ul style="list-style-type: none"> • Summaries and reflections on learning in journals or via google classroom • Self-assessment/Peer assessment • Drafts <p>Organisational plans and proposals</p> <ul style="list-style-type: none"> • Online Q&A/Forum <p>Interviews and viva voce</p>	<ul style="list-style-type: none"> • Research Presentation • Week 7 • 1500 words • Duration 10 minutes • Individual Assessment <ul style="list-style-type: none"> • Dissertation • Week 29 • 6000 words • Individual Assessment
Art Engagement	<ul style="list-style-type: none"> • Peer portfolio review, week 6 • Portfolio review, week 18 • Blog critique, week 10 • External blog review week 20 • Class discussion • 3 feedback weeks throughout the year 	<ul style="list-style-type: none"> • Portfolio review • Week 20 • Duration 15 minutes • Individual assessment <ul style="list-style-type: none"> • Public facing blog <ul style="list-style-type: none"> • Week 25

	<ul style="list-style-type: none"> • Discussions with supervisor 	<ul style="list-style-type: none"> • 3000 words • Individual assessment
Negotiated Studio Practice / Negotiated Graphic Design & Illustration Practice/ Negotiated Fashion & Textiles Practice	<ul style="list-style-type: none"> • Monthly studio critiques • Interim exhibitions, week 4 & 12 • Tutorials with supervisor • Peer log review week 8 • Tutor workbook review, week 22 	<ul style="list-style-type: none"> • Portfolio of artwork • Week 30 • 6000 words • Presented at exhibition • Individual submission • Diarised log • Week 30 • 4000 Words • Individual assessment